


Counting Every Californian


Local Update of Census Addresses (LUCA)

California Department of Finance
LUCA Informational Workshops 2017




Why Are We Here?

Local jurisdictions have three chances to affect the accuracy of the 2020 Census:

- ☐ **NOW - Local Update of Census Addresses (LUCA)** 
- ☐ Boundary and Annexation Survey
- ☐ 2018-2020 – Start planning for your grassroots outreach to encourage your residents to complete and return their census forms.


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How Is The Census Taken?

Through Address-Based Enumeration

- The Census Bureau is concerned with sending a questionnaire to EVERY housing unit.
- **Compile a Master Address File (MAF)**
 - ☐ Over 140 million addresses
- **Updated with:**
 - ☐ Geographic Support System
 - ☐ USPS Delivery Sequence File
 - ☐ Census Field Operations
 - ☐ **Local Address Review – LUCA**



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Roadblocks to a Successful Census

- Incorrect Geographic Boundaries
- Missing Addresses
- Multi-Unit vs. Single Unit
- Low Return Rate



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4



What Happens When Roadblocks are not “Addressed”

- Loss of Federal and State Funding (Over \$73 billion distributed annually to CA = \$1,800/person)
- Wrong basis for Population Estimates (Dept of Finance estimates determine your appropriations limit)
- Incorrect Representation
- Inaccurate data in the American Community Survey – data on poverty, housing needs, education, income, household type, citizenship status, etc.

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5



California is Committed to LUCA



We have proposed a
LUCA Incentive
in the FY2017-18 State Budget to
assist cities and counties
participating in the
2020 Census LUCA.

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6



Incentive Program

- Total available – approx. **\$7,000,000**
- At this time, awards will be between \$7,500 to \$125,000.
- The award for a city/county will be based on housing unit change since the 2010 Census.
- Administered within the California Department of Finance (DOF)

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7



Incentive Tentative Process

- In Sept-Oct 2017, the Dept. of Finance will notify jurisdictions of possible award amount.
- LUCA participants register with Census Bureau and notify the DOF of participation.
- Submit address updates to the Census Bureau.
- Document participation in LUCA with DOF
- Funds will be sent to jurisdiction or designated entity.

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8



Next Steps - Plan Your Resources.

Participation in LUCA will take time:

- In 2010, 182 of the jurisdictions who participated in LUCA reported their hours worked.
- Of those, half report working more than 100 hours.

Population Size in 2010 of Jurisdictions Who Participated in LUCA	Average Hours Worked in 2010 per Jurisdiction	Count of Jurisdictions Reporting Hours Worked
More than 150,000	417	21
75,000 - 150,000	195	46
30,000 - 74,999	101	53
Less than 30,000	73	62
TOTAL	152	182

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9



Develop a local address file ...

- Your address should contain a multi-unit identifier and ZIP codes.
- Geocode your list to census geography.
- Potential sources for addresses include:
 - New housing construction or building permits
 - Housing occupancy permits
 - Housing inspection records
 - Public safety address files
 - Tax assessor records
 - Local utility records
 - Voter registration files
 - Driver's license files
 - School enrollment records



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10



Identifying Units can be DIFFICULT



Who may be able to help?

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11



Identify potential problem areas ...

- What areas of your jurisdiction are likely to have been missed by the Census Bureau? Look for areas such as:
 - ☐ New housing developments
 - ☐ Large apartment complexes
 - ☐ Large mobile home parks
 - ☐ Commercial areas with residential quarters, such as warehouse to lofts conversions.
 - ☐ Areas where addresses have changed (due to annexation, demolition, or redevelopment)
 - ☐ Areas with significant numbers of illegal or unconventional units
 - ☐ Compare your information to the Address Counts available from the Census Bureau.

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12



LUCA Group Quarters

- College Dormitories
- Correctional Facilities
- Nursing Homes
- Psychiatric Centers
- Small Residential Care Units



LUCA Schedule – What's Next

Timeframe	Activity
January 2017	Advance Notice mailed to Highest Elected Officials (HEOs), Tribal Chairs (TCs), Governors, and other LUCA contacts
March 2017	LUCA promotional presentations begin
July 2017	LUCA invitation and registration materials mailed to HEOs, TCs, and Governors
October 2017	LUCA training workshops begin
December 15, 2017	Deadline for LUCA Registration
February-April 2018	LUCA materials ship. Participants begin review and update the Census Bureau's address list
February-September 2018	Census Bureau processing of LUCA submissions begins
August-September 2019	Census Bureau delivers LUCA feedback
April 1, 2020	CENSUS DAY



Participate In LUCA...



Every effort (such as simply reviewing city boundaries or looking for discrepancies at a large geographic level) can make a difference.



Planning Ahead for Outreach...

Start thinking about your outreach efforts
and your Complete Count Committee



Your Complete Count Committee

- **WHAT:** A volunteer committee established by the highest elected official to educate and motivate residents about the census.
- **WHO:** A cross section of community representatives from education, business, religious organizations, service organizations to historically undercounted population groups, and the media.
- **HOW:** Contact your local community based organization network to invite their participation. Budget funding for resources to support the your Committee.



Stay in Touch...

California State Data Center

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